



[ModelH Collaborative Announces Launch of eBook on Healthcare CoCreation](#)

The yearlong modelH collaboration between Kevin Riley & Associates, Batterii, and Innovation Excellence today announces the launch of, [The Power of Co-Creation in Healthcare Innovation](#).

Online PR News â€“ 15-January-2014â€“ The yearlong modelH collaboration between Batterii, Kevin Riley & Associates, and Innovation Excellence today announces the launch of [The Power of Co-Creation in Healthcare Innovation](#), an eBook that highlights the opportunity for co-creation and collaboration within the healthcare industry.

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This eBook is a conversation starter to help individuals and corporations recognize that co-creation amongst key stakeholders can lead to transformation of the ailing healthcare industry, claims Douglas S. Williams, Chief Research Officer at Innovation Excellence and primary author of the eBook.

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[This eBook is a conversation starter to help individuals and corporations recognize that co-creation amongst key stakeholders can lead to transformation of the ailing healthcare industry,](#)

The modelH project demonstrates the power of co-creation within healthcare. The goal was to co-create an open-source business model canvas specific to healthcare in order to drive meaningful change for that industry. By all accounts, it was a success.

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Kevin Riley, the visionary CEO of Kevin Riley & Associates and co-author of the eBook, states, It is hard to believe how quickly the year has gone by. We accomplished our 2013 goal to adapt the work of Osterwalder and Pigneur to the healthcare industry. We built a social community on the Batterii collaboration platform and did real work that resulted in our co-created modelH business model canvas for healthcare. Im thrilled with the outcome, and looking forward to continuing to test and refine the canvas in 2014.

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While we plan to publish more on modelH in 2014, we felt there was a bigger story to tell regarding co-creation in healthcare, which led us to create this eBook. We wanted to share our experience in the context of the bigger opportunity to transform the healthcare industry with the hope that it would trigger more collaboration in the future, states LeAnna J. Carey, Chief Digital Officer of Innovation Excellence and co-author of the eBook.

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"The work led by Kevin Riley and IX demonstrates that complex problems can be addressed and unique solutions envisioned when people with a diverse perspective and common cause are encouraged to explore together, said Kevin Cummins, CEO of Batterii. Batterii is pleased that our visual collaboration platform was able to support this groundbreaking effort." The authors, along with executives from Batterii, will host a wrap on Innovation Talk by The HealthMaven January 29th at 3PM.

Image Gallery



The Power of Co-Creation in Healthcare Innovation is a free 18-page eBook that addresses how co-creation amongst key stakeholders can lead to transformation of the ailing US healthcare industry.

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